

**AMENDMENTS TO THE CLAIMS:**

This listing of claims replaces all prior versions of claims in the application.

1. (Previously presented) A method, comprising:

presenting content associated with broadcast program in a user terminal of a telecommunication system, the method comprising:

broadcasting a media stream by a broadcast system;

generating a group of content items associated with the media stream;

attaching to the content items timing information to indicate the timing for presenting a content item;

delivering the group of content items with the timing information to the user terminal;

presenting the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

allowing transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

2-4. (Canceled)

5. (Previously presented) A method according to claim 1, further comprising:

generating the group of content items to correspond with one program or a segment of one program of the media stream;

storing the group of content items in the user terminal; and

retrieving, when the user terminal is in the first mode, a content item for presentation according to the timing information.

6-8. (Canceled)

9. (Previously presented) A method according to claim 1, further comprising authorizing the transition from the second mode to the first mode in response to an authorizing signal received from a telecommunication system.

10. (Previously presented) A media system comprising:

a broadcast system, a telecommunication system, a content processing system, and a user terminal, wherein the broadcast system is configured to broadcast a media stream;

the content processing system is configured to generate a group of content items associated with the media stream;

the content processing system is configured to attach to the content items timing information to indicate the timing for presenting a content item;

the user terminal is configured to present the content items in the user terminal in a first mode, wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

the user terminal is configured to transit from the second mode to the first mode only by authorization according to a pre-defined procedure.

11. (Previously presented) A system according to claim 10, wherein the user terminal is configured to provide a presentation element as a slide in the terminal display; and to include in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

12-13. (Canceled)

14. (Previously presented) A system according to claim 10, wherein

- the content processing system is configured to generate the group of content items to correspond with one program or a segment of one program of the media stream;
- the user terminal is configured to store the group of content items in the user terminal; and
- the user terminal is configured to retrieve, when the user terminal is in the first mode, a content item for presenting according to the timing information.

15. (Previously presented) A system according to claim 10, wherein the content processing system is configured to generate a content item while broadcasting the associated program in the media stream; and

- the content processing system is configured to indicate in the timing information that the content item is to be presented immediately at reception.

16-18. (Canceled)

19. (Previously presented) An apparatus, comprising:

- a user terminal configured to operate in a telecommunication system;
- a broadcast receiver, configured to receive a broadcast media stream from a media system;
- an interaction engine configured to receive a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;
- a rendering engine configured to present the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and
- a content processor configured to allow transition from the second mode to the first

mode only by authorization according to a pre-defined procedure.

20. (Previously presented) An apparatus according to claim 19, wherein the rendering engine is configured to provide a presentation element as a slide in the terminal display; and to include in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

21. (Previously presented) An apparatus according to claim 20, wherein the display element is an on-screen button in the user interface of the user terminal.

22. (Previously presented) An apparatus according to claim 19, wherein the interaction engine is configured to receive with the content item mode information to indicate whether displaying of the content item relates to a transition to the first mode of the user terminal or to the second mode of the user terminal; and

the content processor is configured to change the mode of the apparatus according to the mode information of the displayed content item.

23. (Previously presented) An apparatus according to claim 19, wherein the content processor is configured to enter the first mode from the second mode in response to authorization by a user action in the user terminal.

24. (Currently amended) An apparatus according to claim 19, further comprising a timer controller module configured to measure the duration of a user inactivity while the user terminal is in the firstsecond mode; and

the content processor is configured to allow entry to the first mode from the second mode in response to authorization by the duration of the user inactivity exceeding a pre-defined limit.

25. (Previously presented) An apparatus according to claim 19, wherein the content

processor is configured to allow entry to the first mode from the second mode in response to an authorizing signal received from a telecommunication system.

26. (Previously presented) An apparatus according to claim 19, wherein the rendering engine is configured to display an indicator for indicating the current operating mode of the terminal.

27. (Previously presented) An apparatus, comprising:

    a server for a media system comprising a broadcast system, a telecommunication system, a content creation tool, and a user terminal;

    a content delivery engine configured to receive from the content creation tool a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

    an interaction engine configured to receive from the user terminal a signal for indicating whether the user terminal is in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action;

    the interaction engine is configured to transmit content items to the user terminal when the user terminal is in a first mode; and

    the interaction engine is configured not to transmit content items when the user terminal is in a second mode.

28. (Previously presented) An apparatus according to claim 27, wherein the interaction engine is configured to send to the user terminal an authorizing signal for authorizing transition to the first mode from the second mode.

29. (Currently amended) A module for an apparatus comprising a user terminal configured to operate in a telecommunication system and to receive a broadcast media stream from a

media system, the module comprising:

an interaction engine configured to receive a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

a rendering engine ~~for presenting~~ configured to present the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

a content processor ~~for allowing~~ configured to allow transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

30. (Previously presented) A module according to claim 29, wherein the interaction engine is configured to receive with the content item mode information to indicate whether displaying of the content item relates to a transition to the first mode of the user terminal or to the second mode of the user terminal; and

the content processor is configured to change the mode of the apparatus according to the mode information of the displayed content item.

31. (Previously presented) A module according to claim 29, wherein the content processor is configured to allow entry to the first mode from the second mode in response to an authorizing signal received from a telecommunication system.

32. (Currently amended) A ~~computer readable storage medium encoded with instructions that, when executed by a computer, performs~~ method, comprising:

operating as a user terminal in a telecommunication system;  
receiving a broadcast media stream from a media system;  
receiving a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

presenting the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

allowing transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

33. (Currently amended) A ~~computer readable storage medium~~method according to claim 32, further performing comprising:

providing a presentation element as a slide in a terminal display; and  
including in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

34. (Currently amended) A ~~computer readable storage medium~~method according to claim 32, further performing comprising:

receiving with the content item mode information to indicate whether displaying of the content item relates to a transition to the first mode of the user terminal or to the second mode of the user terminal; and

changing the mode of the user terminal according to the mode information of the displayed content item.

35. (Currently amended) A ~~computer readable storage medium encoded with instructions that, when executed by a computer, perform~~method, comprising:

operating as a server for a media system comprising a broadcast system, a telecommunication system, a content creation tool, and a user terminal;

receiving from the content creation tool a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

receiving from the user terminal a signal for indicating whether the user terminal is

in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action;

transmitting content items to the user terminal when the user terminal is in a first mode; and

not transmitting content items when the user terminal is in a second mode.

36. (Currently amended) A ~~computer readable storage medium~~method according to claim 35, further performing comprising:

sending to the user terminal an authorizing signal for authorizing transition to the first mode from the second mode.

37. (New) A computer-readable memory encoded with instructions that, when executed by a computer, perform:

operating as a user terminal in a telecommunication system;

receiving a broadcast media stream from a media system;

receiving a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

presenting the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

allowing transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

38. (New) A computer-readable memory according to claim 37, the instructions further performing:

providing a presentation element as a slide in a terminal display; and  
including in the presentation element a display element for activating a user action  
that transits the user terminal from the first mode to the second mode.

39. (New) A computer-readable storage memory according to claim 37, the instructions  
further performing:

receiving with the content item mode information to indicate whether displaying of  
the content item relates to a transition to the first mode of the user terminal or to the second  
mode of the user terminal; and

changing the mode of the user terminal according to the mode information of the  
displayed content item.